



Figure 1WBU LOGO

Virtual Campus

SCHOOL OF HUMANITIES & LEADERSHIP

Wayland Baptist University Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

Course Name: LDRS6305 Strategic Planning & Vision Casting

Term and Year: SP2025 – Session 1

Full Name of Instructor: Dr. Kimberlee Mendoza

Office Phone and WBU Email Address: 806-291-1106 and mendozak@wbu.edu

Office Hours: by Appointment

Class Meeting Time and Location: Online

Catalog Description: The study of innovation, planning, and sharing a vision that others will follow.

Required Textbook and Resources:

- Angelica, E. (2001). *The fieldstone alliance nonprofit guide to crafting effective mission and vision statements*. ISBN: 9780940069275
- Collins, J. (2001). *Good to great*. ISBN: 9780066620992
- Green, D. (2022). *Leader not by the book*. ISBN: 9781540902245
- Stowell. (2016). *The art of strategic leadership*. ISBN: 9781119213055

<https://asana.com/resources/strategic-planning>

Additional Resources:

The Holy Bible

Gitney, J. (2023). *Strategy Realized – The Business Hierarchy of Needs*. ASIN: B0BPGK91W3

Course Outcome Competencies: Although the outcomes will be the same, the method of completion may vary according to the topic selected for the semester. Upon the conclusion of this course students actively engaged in learning will be able to:

1. Compare, contrast, and assess (SWOT) current or former organizations and case studies.
2. Create a mission and vision statement for an organization.

3. Compose and document a five-year plan for an organization.
4. Organize a proposal to communicate the mission, vision, and plan.
5. Champion, in an oral presentation, one's mission, vision, and five-year plan, as well as, field questions and concerns.
6. Assess the feedback from the oral presentation and summarize any adjustments.

Attendance Requirements: As stated in the Wayland Catalog, students enrolled at one of the University's external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

Disability Statement: "In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations."

Course Requirements and Grading Criteria: (Fill in—include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)

Following statement must be included following Course requirements and grading criteria:
"Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation."

POINTS

Discussions	Weeks 1-6 (50 each)	260
Journal	Week 1&8 (45 each)	90
Vision Casting	Week 2	100
Group Presentation	Week 3	100
Vision Script & Lesson	Week 4 & 5	100
Brainstorm Session	Week 5	25
Book Review	Week 6	100
Strategic Plan	Week 7	150
Implementation	Week 8	75
	TOTAL	1,000

Figure 2: TABLE OF GRADE POINTS

SPECIAL NOTE: *The expectation of doctoral work is that ALL assignments will include research and citations. Assignments lacking this will be marked down.*

SCHEDULE

NOTE: ALL assignments and discussion questions **MUST include a synthesis of the reading, the lecture, and additional research.** It should be APA formatted in text and on the reference page.

WEEK ONE—What is Strategic Leadership?

Reading: Read Stowell's book

Discussion: Please watch the video, complete your reading, and then create two questions as your initial response no later than Thursday at midnight. (They should be quality open-ended discussion questions, not specific answerables.) You will then respond to three separate students' questions, using the video, the reading, additional research, and your own opinion. EACH response should be 250 words or longer. The responses must be completed by Sunday at midnight.

Assignment: JOURNAL— Define strategic leadership. How does Stowell define the art of leadership? Do you agree with Stowell? What are your thoughts on strategic leadership coming into a DSL program and this course? From your research, has the concept changed, or is it verified? Explain. Also, explain your plans for the future. How will you use this degree in those plans? What is your current organization and role? How might you use this course within your organization? Your journal assignment should be at least four pages. It may be written in the first person, but it should include citations from the reading or video. Journal should be APA formatted. This assignment is due Week 2, Monday at noon.

WEEK TWO—What is Vision Casting?

Reading: Angelica's book

Discussion: Please watch the video, complete your reading, and then create two questions as your initial response no later than Thursday at midnight. (They should be quality open-ended discussion questions, not specific answerables.) You will then respond to three separate students' questions, using the video, the reading, additional research, and your own opinion. EACH response should be 250 words or longer. The responses must be completed by Sunday at midnight.

Assignments:

PART 1: Consider your own corporation (if you do not have one, create a “fake” one). Create a vision statement (a document that describes a company’s long-term goals and aspirations). Keep it simple (30- 40 words in length, no more, no less), make it relevant, and be inspiring. We will create a longer version later.

PART 2: Using the reading, explain if you think you are a leader or manager, and how you have come to this assumption. If you are a manager, what do you need in yourself to be a leader? If you are a leader, how do you become a better leader? This should be at least 500 words or longer.

PART 3: Hyatt’s chapter two is called "What Difference Does Vision Make?" In 500 words or more, answer that question using the reading and additional research.

Upload all parts IN THE SAME DOCUMENT by Monday by noon. Please make sure that each part is CLEARLY marked. You can have just one reference page for all three assignments.

WEEK THREE—Leadership Practices

Reading: Green’s book

Discussion: Share your vision statement from last week by Thursday, then evaluate each other by Sunday at midnight.

Assignment: Meet with your assigned group. Each of you will take a “part” from Green’s book. Together, create a presentation that outlines the key elements of Green’s book.

Only one person from your group needs to create the oral portion of this presentation (though all of you are fine too) in YouTube. Be sure to include at least one question at the end.

This project will be due by Thursday of Week Four in the discussion forum (just upload link). Please cite all references in APA format.

**Note: If you have a "lame duck" in your group, simply shoot me an email and I will grade him/her accordingly.*

WEEK FOUR—Vision Script

Reading: Find a minimum of three (3) sources on how to create a vision script this week, and refer to Angelica’s book as well.

Discussion: Upload your video links from last week by Thursday at midnight. Then, watch the videos. Respond to all of them, as well as ask questions of each other. Respond to EACH question (including those who respond to your question). You will be graded on participation this week. How involved were in in an ACTUAL discussion? This must be completed by Sunday at midnight.

Assignment: Draft your “Vision Script.” Using the reading, create a vision script in Word. It should be around five pages in length. It should include your vision statement from Week 2. The

document should describe where the organization is currently, and where it needs to go. It should be practical but inspiring. It should be written in the present tense as if it has already happened. Citations should be included and formatted in APA.

WEEK FIVE—*Innovation*

Reading: Research at least three (3) articles on Innovation; Begin Collins' book

Discussion: You will create two questions as your initial response from the reading no later than Thursday at midnight. You will then respond to two separate students' questions, including your response to the lecture, the reading, additional research, and your own opinion. EACH response should be 250 words or longer. The responses must be completed by Sunday at midnight.

Brainstorming Session: IN A SINGLE DISCUSSION (not one each)...Since 2020, our pretend company has been losing customers (The first person to respond gets to define this). Students will work together to brainstorm innovative ideas to improve sales. There is no limit to how many you can do, but you must have a minimum of three ideas listed

Assignment: A big part of vision includes creativity. It is time to get your creativity flowing. Consider your workplace or place of ministry. This week, you will create an experiential and interactive lesson for your workers or ministers that will help them be more innovative. Your presentation should include a *short lecture*, a *discussion question*, an *illustration*, and a *creative idea* for them to consider. You write out a script for this lesson and upload it this week. Then, next week you will create in Vidgrid or YouTube the lesson, and upload it to next week's discussion forum by Thursday of Week 6.

WEEK SIX—*Good to Great*

Reading: Finish Collins' book

Discussion: Please watch all videos, and then answer their proposed discussion question no later than Sunday at midnight. You may also comment on their video content. No word count, but you must answer ALL video questions.

Assignment: Write a book review of *Good to Great*. Include S.A.M. (Surface—what the author is talking about; Analyze what the Author is trying to say (the deeper meaning) that includes extensive research; My opinion). This review should include citations throughout the review from Collin's book. It should be 8-10 pages. It is due Week 7 Monday by noon.

WEEK SEVEN—*The Strategic Plan*

Reading: Go to this website-- <https://asana.com/resources/strategic-planning>

Assignment: Using the website above, create a strategic plan for your organization. This will be due by the end of this class, **NEXT SATURDAY (Week 8) by midnight**. No late assignments will be accepted—the class will be closed.

This week you will work on **the first three steps**. (Please do not label them in “steps” but rather give them titles.) You must include some additional research in your strategic plan that explains why you want to implement this.

An example of this is, when I wanted to change the name of our school, I included research from companies and parents that indicated what they are now looking for in a degree.

Please format it professionally, but all research should be cited in APA format.

WEEK EIGHT—Implementation

Reading: Go to this website-- <https://asana.com/resources/strategic-planning>

Journal: As a final reflection of the reading and this class, please write a 750-1,000-word reflection on this class in the journal link in Blackboard. (Don't forget those citations!)

Assignments: Now that you have a vision and strategic plan. How do you plan to implement it (step 4 from last week's reading)? Using your reading, the lectures, past homework, etc. write an (approx. 3-pages) implementation plan. **Both Week 7 & 8 assignments should be in the SAME document.**

All work, including the journal are due Saturday by midnight. *No late assignments will be accepted, as the class will close.*